

Printed Pages: 02

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**MASTER OF BUSINESS ADMINISTRATION
(SEM II) THEORY EXAMINATION 2017-18
CUSTOMER RELATIONSHIP MANAGEMENT**

Time: 3 Hours**Total Marks: 100****Note:** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A**

- 1. Attempt all questions in brief. 2 x 10 = 20**
- a. What do you mean by Customer Relationship Management?
 - b. What is Customer Satisfaction?
 - c. Define Service Quality?
 - d. What do you understand by Data mining?
 - e. Explain Hospitality industry?
 - f. Define Stakeholders in CRM?
 - g. What are the components of Customer satisfaction?
 - h. What are Service Quality gaps?
 - i. What is Call Center?
 - j. Explain telecom industry?

SECTION B

- 2. Attempt any three of the following: 10 x 3 = 30**
- a. What is Evolution of relationship marketing, Explain it in detail?
 - b. Explain the customer satisfaction models?
 - c. What are the factors influencing customer expectation?
 - d. What do you mean by e- CRM in business, What is the advantage of e-CRM?
 - e. What is Customer relationship management practices in retail industry, explain it?

SECTION C

- 3. Attempt any one part of the following: 10 x 1 = 10**
- (a) Differentiate between e-CRM and CRM?
 - (b) What are the essentials of building employee relationship, explain in detail?
- 4. Attempt any one part of the following: 10 x 1 = 10**
- (a) What do you understand by the term CRM? Discuss it in detail?
 - (b) What are the prominent methods of assessing customer satisfaction? explain
- 5. Attempt any one part of the following: 10 x 1 = 10**
- (a) Higher customer expectations lead to a greater chance of customer dissatisfaction, Comment?
 - (b) Explain the CRM Cycle in detail?

6. Attempt any *one* part of the following: **10 x 1 = 10**

- (a) Explain the “Customer satisfaction Models”
- (b) What are the Service Quality measurement scales, What are the types of service quality?

7. Attempt any *one* part of the following: **10 x 1 = 10**

- (a) What are the components of CRM, Also explain Data Warehousing and data mining?
- (b) Explain the factors affecting employee’s customer behavior?